

CLAIMS:

1. A method of adapting an interest profile on a media system based on a feedback behavioral profile, said method comprising the steps of:
 - retrieving information about media content;
 - retrieving (200) implicit information (201) representing feedback information
 - 5 about a user's interaction with the media system, wherein said implicit information also relates to said information about media content;
 - estimating (500) a first score representing relevance of the media content based on the feedback behavioral profile and at least one of implicit and explicit information;
 - estimating (600) a second score based on feedback behavioral profile and the
 - 10 first score, wherein the second score represents reliability of the first score; and
 - updating (700), by an interest profile maintenance (204), the interest profile based on said first and second scores.
2. A method as claimed in claim 1, characterized in that the method further
- 15 comprises the steps of:
 - retrieving (300) explicit information (202) representing feedback information about a user's rating of the media content, wherein said explicit information also relates to said information about media content; and
 - updating (400), by a feedback analysis (203), the feedback behavioral profile
 - 20 in response to at least one of implicit and explicit information.
3. A method according to claim 1 or 2, characterized in that the method further comprises the step of:
 - updating (800) further the feedback behavioral profile based on said first and
 - 25 second scores.
4. A method according to any one of claims 1 through 3, characterized in that the information about media content comprises channel ID or a program ID and at least one of metadata, topic, style, genre, category, type, duration, title, beginning and end.

5. A method according to any one of claims 1 through 4, characterized in that the retrieval of implicit information comprises a supervision of the user's behavior with the media system during use of the media system.

6. A method according to any one of claims 1 through 5, characterized in that the retrieval of explicit information comprises inputs to the media system by using at least one of a keyboard, a mouse, a remote control, an interactive menu, a microphone, gesture recognition, and a joystick.

7. A method according to any one of claims 1 through 6, characterized in that the media system is a set-top box, a TV, a PC, a DVD player, a radio or a VCR.

8. A computer system for performing the method according to any one of claims 1 through 7.

9. A computer program product comprising program code means stored on a computer-readable medium for performing the method of any one of claims 1 through 7 when the computer program is run on a computer.

10. A media system (102) for adapting an interest profile based on a feedback behavioral profile, said media system comprising:

means for (105) retrieving information about media content;

means for (105) retrieving implicit information representing feedback information about a user's interaction with the media system, wherein said implicit information also relates to said information about media content;

means for (105) estimating a first score representing relevance of the media content based on the feedback behavioral profile and at least one of implicit and explicit information;

means for (105) estimating a second score based on feedback behavioral profile and the first score, wherein the second score represents reliability of the first score; and

means for (204) updating the interest profile based on said first and second scores.

11. A media system according to claim 10, said media system further comprising:
means for (105) retrieving explicit information representing feedback
information about a user's rating of the media content, wherein said explicit information also
5 relates to said information about media content; and
means for updating (203) the feedback behavioral profile in response to at
least one of implicit and explicit information.

12. A media system according to claim 10 or 11, said media system further
10 comprising:
means for (105) further updating the feedback behavioral profile based on said
first and second scores.